

UTAH OFFICE OF TOURISM BOARD MEETING AGENDA

Friday, October 9th, 2020 – 10:00am to 12:00pm

Virtual Meeting Via Zoom: Description:

Join Zoom Meeting

<https://us02web.zoom.us/j/84953225453?pwd=QlpkcElsVUM3Wi9BWGtmcmdjVW5nUT09>

Meeting ID: 849 5322 5453

Passcode: 849669

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett - 10:05 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:10 am
4. Marketing Committee Report:
 - a. Review of 2019 visitor profile report- Denise Jordan, Marketing Analytics & Research Manager, Utah Office of Tourism. 10:25 am
 - b. Metrics Related to COVID-19 and Southern Utah+ Campaign Performance- Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications - 10:45 am
 - c. Southern Utah+ Winter FY2020/2021 Integrated Marketing Campaign plan review
 - i. Goals and Creative Strategies -Molly O'Neill Strategist and Scott Sorenson Creative Director STRUCK - 10:55 am
 - ii. Review of \$450,000 CARES funding Media Buy - Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications-11:00 am
 - iii. Content Strategy - Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism 11:10 am
 - d. Update on VisitUtah.com re-platform project-Ethan Koehler VP Digital Experience & Technology, Hanson Dodge 11:20
5. UTIA Update: Sara Toliver, Executive Board Member, Utah Tourism Industry Association - 11:40 am
6. Announcements/Upcoming Events – Board and Public - 11:55 am

Meeting adjourned

The November board meeting will be held on Friday, November 13th location TBD.

UTAH OFFICE OF TOURISM GOALS

1. Create Global Brand
2. Strengthen partnerships
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state